

Business Responsibility Report

Section A	General information about the Company	
1	Corporate Identification Number	L65993PN2007PLC130076
2	Name of the Company	Bajaj Auto Limited
3	Registered Address	Mumbai-Pune Road, Akurdi, Pune 411035
4	Website	www.bajajauto.com
5	Email Address	brr.response@bajajauto.co.in
6	Financial year reported	1 April 2018 – 31 March 2019
7	Sector(s) that the Company is engaged in	Automobile
8	Three key products/services manufactured/ provided by the Company	Motorcycles and three and four wheeler commercial vehicles
9	Total number of locations where business activity is undertaken by the Company	Akurdi, Chakan and Waluj (Maharashtra) and Pantnagar (Uttarakhand)
10	Markets served by the Company	India and 79 countries across the world
Section B	Financial details of the Company	
1	Paid up capital	₹ 289.37 crore
2	Total turnover	₹ 31,899.27 crore
3	Total profit after tax	₹ 4,675.18 crore
4	Total spending on CSR as percentage of PAT (%)	Refer Annual Report on CSR activities
5	List of the activities in which expenditure in 4 above has been incurred	Refer Annual Report on CSR activities
Section C	Other details	
1	Does the Company have any Subsidiary Company/ Companies?	Yes (for details, refer Note 1 of Consolidated Financial Statements).
2	Do the Subsidiary Company/Companies participate in the BR initiatives of the parent company? If yes, then indicate the number of such subsidiary company(ies)	No
3	Do any other entity/entities (e.g. suppliers, distributors, etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities. [Less than 30%, 30-60%, More than 60%]	No

Section D	BR information	
1	Details of Director(s) responsible for BR	
(a)	Details of the Director/Director responsible for implementation of the BR policy/policies:	
	DIN Number	07464437
	Name	Mr. Pradeep Shrivastava
	Designation	Executive Director
(b)	Details of the BR head:	
	DIN Number (if applicable)	Not applicable
	Name	Mr. Kevin D'sa
	Designation	CFO
	Telephone number	(020) 66106601
	e-mail id	kpdsa@bajajauto.co.in
2	Principle-wise BR policy/policies	Included in this report
3	Governance related to BR	Included in this report
Section E	Principle-wise performance	
1	Principle-wise performance	Included in this report

Preface

As mandated by the Securities and Exchange Board of India (SEBI), India's top 500 listed entities based on market capitalisation on the BSE and NSE, are required to submit a 'Business Responsibility Report' (BRR) along with their Annual Report for 2018-19. This report is required to be in line with 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business' (NVGs), as released by the Ministry of Corporate Affairs in July 2011.

Bajaj Auto Ltd. ('BAL' or 'the Company'), to whom the said requirement is applicable, presents its seventh BRR in line with the NVGs and the BRR requirement of SEBI. This report provides information on key business responsibility initiatives undertaken by the Company. The business responsibility performance of the Company is assessed annually by BAL's Board of Directors.

Principle 1: Businesses should conduct and govern themselves with Ethics, Transparency and Accountability

BAL's business philosophy is built on the key foundational values of ethics, transparency and accountability. The Company firmly believes that trust, integrity and credibility are key elements in creating value for its stakeholders. To ensure that these principles are adhered to, BAL adopted a Company-wide 'Code of Conduct' (CoC) in 2009. It describes integrity, cultural and good working norms as well as the process to address any violations. Every BAL employee is required to adhere to the CoC's requirements and the same are introduced to them during induction.

In order to enable employees to raise concerns to the Company's Management, the CoC also contains a 'Grievance Redressal Policy' and a 'Whistle Blower Policy'. One complaint was received with respect to the above two policies in the year 2018-19 and the same was acted upon.

A separate CoC specifically applicable to the Company's Directors and Senior Management is also in place which states that 'Directors and Senior Managers shall observe the highest standards of ethical conduct and integrity and shall work to the best of their ability and judgment'. All Directors and Senior

Management personnel have affirmed compliance with the CoC. A declaration to this effect, signed by the Managing Director, is given in the Annual Report.

The Company is also signatory to the Model Code of Conduct developed by Confederation of Indian Industry (CII). In addition to this, BAL is an industry partner of the World Economic Forum's initiative, 'Partnership Against Corruption Initiative' (PACI), and has a policy of a zero-tolerance towards bribery.

Principle 2: Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle

BAL believes that alignment of business plans and activities with sustainability goals leads to long-term growth for the Company.

It is committed to providing goods that are safe and which imbibe sustainability through its life cycle. This is reflected in the Company's initiatives on resource efficiency and safety, as described below.

Product sustainability

All BAL products are compliant with the environmental standards in the Indian Central Motor Vehicle Rules (CMVR), as applicable from time to time. This includes regulating the tail-pipe emissions of air pollutants such as Carbon Monoxide (CO), Hydro-carbons (HC), Nitrogen oxides (NOx) gases as well as particulate matter. For such compliances, all BAL models are 'Type Approved' certified by the Automotive Research Association of India (ARAI).

BAL also ensures compliance with the emission Conformity of Production (COP) requirements for emissions, under CMVR. Additionally, BAL ensures that models which are exported to various countries meet the varying environmental requirements applicable for each country. In the last fiscal year for the COP 50% of the vehicle models are Direct Pick from the dealership, which also successfully met the COP norms. All existing BAL vehicle models are BS IV compliant and certified by ARAI. It has been planned to comply with BS VI norms by end of 2019 for all variants across all platforms to meet the deadline of April 2020.

Compliance to ABS/CBS norms for 2W brakes

In addition, plans are in place to comply with Government norms for anti-lock braking system and combined braking system by March 2019 for all variants. All two-wheeler models have anti-lock braking system or combined braking system, based on their engine capacity w.e.f. 1 April 2019.

The Company has planned for electrification for all platforms (i.e., two wheeler, three wheeler and quadricycle).

Studies conducted by the Company on its products have indicated the recyclability and recoverability rates of 87% and 94% respectively.

Sustainable Sourcing

The 'Green Purchasing Policy' of BAL includes requirements related to water, energy and natural resource conservation that need to be met by the entire supply chain. In line with this Policy, all key vendors are being certified for ISO 14001 and OHSAS 18001 management systems. Vendors are currently submitting their re-certification status to BAL.

There are vendor clusters located close to each of the BAL plants. These vendors are engaged by BAL through the 'Bajaj Auto Vendor Association' (BAVA), which currently has 163 members. While 135 of these members are ISO 14001/OHSAS 18001 certified, the Company plans to make such certifications a prerequisite for all BAVA members in the future, except for assembly and 3PL logistics vendors.

Cluster level Vendors Safety Officers' Committees have been formed for all the vendor clusters. Cross audits are regularly conducted by these officers at the other vendor locations within the clusters. These, along with frequent BAVA meetings, provide the members with a platform to share their experiences,

initiatives and best practices on various topics related to environmental, health and safety (EHS), logistics efficiency, quality improvement and other initiatives.

BAL has adopted a 'Total Productive Maintenance' (TPM) Policy that enables Tier I and II vendors to improve their operational, human and cost efficiencies. At the end of FY2018-19, a total of 163 Tier I vendor groups and 300 Tier II vendors were practising TPM. Extension of practice of TPM to Tier 2 vendors is reviewed in BAVA management committee meetings. To give a fillip to the adoption of TPM, BAL has also instituted the TPM Awards which recognise best TPM performing vendors. Cumulatively, 119 BAL TPM Awards and 60 BAL TPM Excellence Awards have been given out to vendors. In addition, 21 vendors have been recognised with the JIPM TPM Excellence awards and 8 vendors received JIPM TPM Excellence Consistency Award. TPM has also been deployed with service providers working in the plants. Best kaizens done on topics of Productivity, Quality, Cost, Delivery, Safety and Morale are awarded at an annual function.

Continuing the practice of third party legal and environmental audit of vendors, especially those involved in surface treatment, a total of 54 audits were conducted in FY2018-19. These audits were preceded by vendor training which helped them understand the process and requirements of the audits. This has ensured compliance with regulations and promoted the adoption of good environmental practices among vendors. In addition, vendor energy audits were conducted to help them identify best practices in energy efficiency and loss elimination, which has resulted in energy saving across all the clusters.

Another initiative to drive efficiency improvement at the vendor level has been the 'Cluster Kaizen Competition', conducted every year. This is followed by a final competition between clusters that recognises improvements in the safety, environment and legal areas.

BAL has also been working with the vendors to encourage the installation of solar panels at major vendor locations. As a pilot project 5 vendors installed roof top solar systems at their factories in FY2017-18. In FY2018-19, 18 vendors installed roof top solar projects of 15 MW capacity at their premises, resulting in generation of green power and reduction in greenhouse gas emissions.

Waste reduction

BAL has undertaken the following actions to comply with the plastic waste management rules:

- Complete elimination of thermocole material
- Use of poly covers and wraps 50 microns by BAL as well as vendors supplying components
- Implemented printing of manufacturer name with recyclable signs and registration details
- Use of 20% recycled plastic with a minimum film thickness of 50 microns
- Plastic scrap being sent to source for recycling

Continuous efforts are made to reduce generation of hazardous and non-hazardous wastes resulting in reduction in waste generation per vehicle by 15%.

Principle 3: Businesses should promote the well-being of all employees

BAL provides a positive, safe and inclusive work environment to its employees, which ensures that they achieve their highest potential and take the Company to greater heights.

In the year 2018-19, BAL hired 2,863 employees, including 330 permanent employees, 131 on probation, 2,315 trainees and 87 contractual employees. This led to a total headcount of 10,258 employees as of 31 March 2019. Each of the four plants has Company recognised trade unions, and 43.35% of the employees are members of the same. Currently, BAL has 23 specially-abled permanent employees.

As an equal opportunity employer, BAL encourages employment of women across the organisation. As on 31 March 2019, there were 471 women employees in BAL, including 201 regular employees, representing a 29% increase over last year. The Company has a Policy on 'Prevention of Sexual Harassment at Workplace' (POSH) in place to ensure the safety and security of women employees. As part of the International Women's Day celebration, a programme called 'Shakti – Women in Focus' is run every year at BAL. It is a platform to celebrate and engage the women workforce with the larger

objective of highlighting the fact that BAL is a women-friendly organisation. This programme effectively communicates the message that women employees in the Company are safe, both emotionally and physically and know that the environment at BAL is conducive to their development and growth. Different stakeholders came together for this programme that includes week-long learning, engagement and recognition activities, simultaneously held across all the four locations. This year, Ms. Barbara Kennedy, Vice President-Customer Service-KTM Global, has addressed woman employees during the week.

Recognising the fact that continuous skill enhancement gives a fillip to the productivity of the workforce, BAL provides all its employees various opportunities for skill upgradation. In the year 2018-19, more than 4,800 employees were trained through 311 training programmes, spanning 7,900 man-days. Over and above this, employees were given training through TPM pillars, which included Safety, Health and Environment related training spanning 5,319 man-days. This facility is also extended to the employees and workmen of suppliers, dealers and international distributors.

BAL's flagship leadership development programme, 'Act to Adapt', designed in collaboration with IIM – Ahmedabad continues to nurture future leaders for the Company. Since last year, the scope has been expanded to cover employees in higher positions, through a leadership programme 'Adapt to Align'. This enables smooth transition of employees into their new roles. BAL is now aligned to the leadership competency framework (Anticipate – Align – Adapt – Act).

In order to ensure that the service providers are compliant with all applicable norms, the Company conducts regular supplier audits. BAL also has in place a 'Charter of Fair and Responsible Workplace Guidelines' for employees of service providers and collaborative employee relations.

While there were no complaints filed or pending relating to child labour, forced labour, involuntary labour or discriminatory employment during the year 2018-19, one complaint related to sexual harassment was filed and closed during the same period as per laid down procedure.

Extending its focus on employee wellbeing, BAL organised a book exhibition cum sale at its Akurdi plant. In association with leading book distributors, the initiative focused on developing reading habits amongst its employees,

The Company has launched schemes like Car Lease and Corporate NPS Scheme for Level 3 and above employees.

With an aim to promote continuous learning, world class learning and technical expertise to Bajaj Auto, a collaboration with Loughborough University, UK, was signed in 2017. The University is ranked among the top 10 universities of UK. The first batch of 6 Bajaj Auto employees joined the University in October 2018 for the 2 courses i.e. M.Sc. – Mechanical Engineering & M.Sc. – Automotive Systems Engineering.

In August 2018, Bajaj Auto has launched an e-learning library from a US based Company "THORS", on Manufacturing processes & Engineering applications suitable for Plants, Engineering and Supply Chain. A total of 528 learners attended 1,835 courses in more than 75 topics. Going forward, this will enable more employees to the learning process due to flexibility & ease of access at any time through internet in a very cost effective way.

Company has launched the new Flextime Policy for Level 3 and above employees.

Principle 4: Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised

As an equal opportunity employer, BAL ensures that there is no discrimination of any type for socially disadvantaged sections in the work place. To formalise its commitment, it launched the 'Code of Conduct for Affirmative Action' in 2006, which ensures that preference is given to people from socially disadvantaged sections of the society, provided merit and other business considerations are equal.

During the year 2018-19, BAL recruited 2,863 new employees of which 242 (8.45%) belong to scheduled castes and scheduled tribes and 845 (29.51%) to other backward classes.

Principle 5: Businesses should respect and promote human rights

BAL strives to uphold the human rights of all its internal and external stakeholders and ensures compliance with all applicable laws. In this regard, a legal compliance report is submitted to the Company's Board of Directors on a quarterly basis. There were no complaints on violation of human rights in the year 2018-19.

Principle 6: Business should respect, protect and make efforts to restore the environment

Responsible use of natural resources and adoption of sustainable practices enable BAL to move forward in its endeavour to minimise the environmental impact of its operations. As a responsible company, it is committed to creating and preserving a clean environment and society. BAL continues to remain in full compliance with all applicable regulations and is dedicated to the continual improvement of its safety, occupational health and environmental performance.

The decisions of the Company are guided by BAL's Safety, Health and Environment (SHE) Policy. 'Safety' helps in the creation of a safe working environment, thereby minimising the risk of accidents. 'Health' includes provision of individual health check-ups, worker training on hygiene and health practices, access to safe drinking water, noise reduction, etc. 'Environment' is related to the initiatives that reduce air, water and land pollution, as well as management of hazardous waste and resource conservation. All these form the core of "Yutori" a Japanese concept of overall happiness, which is followed in all the plants.

With the aim of reducing packaging waste generation, the Company has replaced wooden crates with steel frames. Additionally, plywood and thermocol have been replaced by corrugated or eco-link boards, thereby reducing the requirement of virgin material.

Plant-wise highlights of key environmental initiatives are provided below:

Chakan plant	Waluj plant
Gold Award for safety initiatives and safety skit by Quality Circle Forum of India, Pune Chapter	4.11% reduction in specific power consumption (KWH/vehicle)
Continued use of roof-top solar system with generation of 24.26 Lakh units in FY2018-19, leading to reduction of 2,037 Tons of CO2e	5.81% reduction in specific LPG consumption (kg/vehicle)
2,000 saplings planted inside the plant as part of Environment Day Celebrations	Installation of Volute Sludge Dewatering System at ETP
Kaizens for resource conservation have led to reduction of 8.18% in power, 16.53% in fuel consumption. Also, packaging material consumption has led to the following consumption reduction in FY2018-19: Plastic 5.24 tons, Corrugated Material 86 tons and Wood 680 tons.	Installation of Diffused Aeration at Equalisation Tanks of ETP and STP
Successfully completed 2nd surveillance IMS audit with ISO 14001-2015 & OHSAS 18001	Certified with Latest version of ISO 14001, i.e, 14001:2015
Celebration of Energy Conservation week	Installation and start-up of CVD 2nd Stage RO II plant for water recycling in processes
	Training on Behaviour Base Safety given to 8,942 employees including Service provider
	3.89% reduction in specific carbon emission (kg/vehicle)
	Celebration of Energy Conservation Week

Pantnagar plant

5.72% reduction in specific power consumption (KWH/vehicle)
Achieved Power consumption of 5.93 Units./Veh. (lowest)
6% reduction in specific LPG consumption (kg/vehicle)

25% reduction in water consumption (m3/Month). Achieved specific water consumption at 0.060 m3/vehicle

Installation of RO Plant to convert ETP Treated water in RO & used in Paint shop

Installation of DC Brushless Motors in Paint shop ASU Blower

Installation of more efficient heat transfer chemical (Hydromx) in Hot Water Generator which causes 30% faster heat transfer as compared to water

Training of 600 man-days on safety topics. Recorded zero major and minor accidents

Celebration of Road Safety Week, Safety week & World Environment Day

Certified with the latest version of ISO 14001, i.e., ISO 14001-2015

Akurdi plant

58% of electricity sourced from renewable sources

3.2 MW installed solar capacity with generation of 28.42 lakh units in FY2018-19

Kaizens have reduced power consumption by 90,000 units/year

Use of LED lights in office, shop floor and street lighting

Certified with the latest version of ISO 14001, i.e., ISO 14001-2015

Other Initiatives

100% of canteen waste at Pantnagar and Chakan is composted. At Chakan, Black Soldier Fly Larvae (BSFL) has been introduced to compost canteen waste and convert it into animal feed.

Use of PNG at Chakan, Pantnagar and Akurdi plants.

100% Compliance to Maharashtra Plastic Ban Notification, 2018 at Akurdi, Chakan and Waluj plants.

Both Waluj and Chakan continue their water positive status with patented rain water harvesting structures.

All Four Plants

Zero Effluent Discharge (outside plant).

Certified with the latest version of ISO 9001, i.e., ISO 9001-2015 as well as OHSAS 18001-2007.

Celebration of National Safety Week.

All plants of BAL operate as per the 'Consent-to-Operate' provided by the respective State Pollution Control Board (SPCB) and are within permissible limits with regards to the emissions and waste generated. No show-cause notice was received from the Central Pollution Control Board (CPCB) or the respective SPCB.

Principle 7: Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

BAL is a responsible member of various national as well as international associations and actively engages in policy advocacy. It presents its views on the setting of new industry standards and regulatory developments pertaining to the automotive manufacturing industry. Areas covered include governance and administration, economic reforms and inclusive development policies, among others. Some of the key associations of which BAL is a member of, are:

- Confederation of Indian Industry (CII)
- Society of Indian Automobile Manufacturers

- World Economic Forum
- Federation of Indian Export Organisations
- The Automotive Research Association of India
- Maharashtra Chamber of Commerce, Industries and Agriculture
- NAFEMS Ltd.
- National Safety Council
- The Advertising Standards Council of India
- Indian Merchant Chamber
- Bombay Chamber of Commerce and Industry
- Engineering Export Promotion Council of India

Principle 8: Businesses should support inclusive growth and equitable development

The vision and philosophy of late Shri Jamnalal Bajaj, founder of the Bajaj Group, guided the Corporate Social Responsibility (CSR) activities of the Group. He embodied the concept of trusteeship in business and common good, and laid the foundation for ethical, value-based and transparent functioning.

Through its social investments, the Bajaj Group addresses the needs of communities residing in the vicinity of its facilities by taking initiatives in the areas of health, education, environment conservation, infrastructure and community development, and response to natural calamities. The Group is not only a corporate identity but also a catalyst for social empowerment and the reason behind the smiles that light up a million faces.

The Company's goodwill resonates in its new global identity campaign 'World's Favourite Indian', that live in the collective consciousness of its customers across the globe.

Guiding Principles:

The Bajaj Group believes that social investments should:

- **Benefit generations:** The Company believes in 'investment in resource creation' for use over generations. The Company tries to identify sustainable projects which will benefit the society over long periods.
- **Educate for self-reliance and growth:** To usher in a growth-oriented society and thereby a very strong and prosperous nation, by educating each and every Indian.
- **Promote health:** The Company believes good health is a pre-requisite for both education and productivity.
- **Encourage for self-help:** To guide and do hand holding for self-help, individually and collectively to create excellence for self and for the team.
- **Be focused:** The Company believes that activities should be focused around locations where it has a presence and hence can effectively guide, monitor and implement specific projects.
- **Target those who need it most:** Care for sections of the society, which are socially at the lowest rungs irrespective of their religion or caste or language or colour.
- **Sustain natural resources:** The Company encourages balanced development and ensures least adverse impact on the environment – Growth with Mother Nature's blessings.

Our Activities

(Please refer to the **Annual Report on CSR activities** for a detailed list of partners and grant amounts)

1. JANKIDEVI BAJAJ GRAM VIKAS SANSTHA (JBGVS)

JBGVS is a registered Society and a Trust, founded in 1987. It is an apolitical, rural development organisation assisting participating rural community in the selected 146 villages of Pune, Aurangabad and Wardha Districts of Maharashtra, as well as Sikar District in Rajasthan and Pantnagar of Uttarakhand. JBGVS, since 1987, has successfully implemented 16 major schemes and projects of the Government and 12 projects funded by agencies other than the Government. The activities that are carried out by JBGVS are given in succeeding paragraphs.

- Bajaj Water Conservation Project (BWCP):** With the aim of conservation of water, JBGVS has launched the first phase of Bajaj Water Conservation Project in 51 villages of Paithan and Gangapur taluka of Aurangabad District and the second phase in 110 villages of Gangapur and Aurangabad talukas, which are tanker fed for 6 to 9 months. It is anticipated that while a total of 2,40,418 people will be direct beneficiaries of this programme, around 45,550 households will be benefitted from this project. While the total outlay of this programme is around ₹ 19,900 lakh for a period of 5 years, Bajaj Auto has already spent more than ₹ 8,000 lakh.
- The Bajaj Education Initiative (BEI):** BEI focuses on improving quality of education in Government and low cost private schools in Pune, specifically in Pimpri-Chinchwad area. During the reporting period, BEI has conducted 68 various programmes covering 6,840 students, 652 teachers and 2,800 parents, across 51 schools, thereby covering a total of 10,292 beneficiaries. A total of 4 Computer Labs were established taking the total number to 67. Apart from this, seven e-learning kits were provided during the year taking the cumulative number to 1,677. As part of BAL's commitment to promote quality education for children, various initiatives have benefitted more than 25,000 students in approximately 200 schools across Maharashtra, Rajasthan and Uttarakhand.
- School Construction in Khed (Pune) and Udhamsingh Nagar, Uttarakhand:** To provide good quality education in primary schools, especially for children of socio-economically marginalised communities, JBGVS has started the construction of 70 schools in 52 villages.
- A similar school support programme – "School Adoption" has been initiated by JBGVS Pantnagar at the request of authorities in Udhamsingh Nagar.
- Samaj Seva Kendra (SSK):** SSK is a social welfare centre that aims 'to provide facilities for development and improvement of the quality of life of the workers, their families and general population of surrounding area.' SSK also provides a platform for education, culture, sports, healthcare and vocational training to local communities. Similar SSK based activities have been started in Aurangabad, Wardha, and Pantnagar.

2. EDUCATION AND LIVELIHOOD

In addition to this, within the period under review, your Company has supported 35 projects under the education and livelihood sector and disbursed an amount of ₹ 2,670 lakh. Some major projects are as follows:

- Bharatiya Yuva Shakti Trust (BYST):** Youth Entrepreneurship Development Programme: BYST's prime objective is to empower young dynamic entrepreneurs (between the age of 18-35 years), who are not exposed to right opportunities and integrate them into the economic mainstream. A unique feature of the BYST programme is that each entrepreneur is assigned a mentor, drawn from the industry, who gives voluntary personalised advice and support.
- Room to Read:** Room to Read's literacy programme addresses critical gaps that exist throughout India's early-grade literacy curriculum and within primary school resources and learning aids. This programme will address 120 new schools in Maharashtra and Uttarakhand, benefiting around 18,600 children.

- **IBTADA:** The organisation has promoted 1,700 women SHGs, with a total membership of about 20,000 members. IBTADA has successfully innovated a Sakhi model (women change agent) in the areas that where it operates. IBTADA is currently working with 100 Government schools to improve learning outcomes as part of the Bajaj funded project.
- **Round-Table India:** Round Table India is an organisation of young businessmen dedicated to provide quality, education and better infrastructure facilities in low-income schools. The organisation, established in 1999 in India, has constructed 2588 schools across the country, so far.
- **Chinmaya Organisation for Rural Development (CORD)Himachal Pradesh** The Bajaj Group has supported CORD to empower women's groups called Mahila Mandals, Self Help Groups, Adolescent Girls Groups and Children Groups to enhance livelihood opportunities in the selected Panchayats of Dhola Devi and Dwarahat blocks of Almora district, with a total population of 5000 people in 800 households.
- **BAIF Institute for Sustainable Livelihood Development, Uttarakhand** BISLD has built 50 cattle development centers in 5 districts (Udhamsingh Nagar, Nainital, Champawat, Almora, Bageshwar) of Uttarakhand, which will provide services to 500 villages and 27,500 families.

3. HEALTH

Within the period under review, your Company has supported 18 projects and disbursed an amount of ₹ 1,423 lakh. Some major projects worth mentioning are:

- **Grant Medical Foundation (Ruby Hall Clinic):** Being a charitable trust hospital, medical care for the underprivileged has always been a priority for the management. The hospital conducts free camps in the farflung areas of Maharashtra in order to benefit the rural population. Bajaj Auto has supported this institution with a donation of ₹ 700 lakh for procurement of a Digital PET CT machine for the hospital, which will be installed in the hospital campus in its Nuclear Medicine Department.
- **Shrimati Rupa Rahul Bajaj Annamrita Centre:** Under the mid-day meal programme of Government of Maharashtra, "Annamritra Foundation" (formerly known as ISKCON Food Relief Foundation), is providing meals to 22,000 children per day in PCMC schools. They intend to take this number to 50,000 children per day.
- **Vision Spring:** Bajaj Drishti Project: In May 2017, Bajaj Auto Limited and Vision Spring (supported by JBGVS) launched the Bajaj Drishti Project in Maharashtra. 'Bajaj Drishti' aims to screen 100,000 low-income community members and school children with vision issues and provide eyeglasses or refer them for further diagnosis and treatment to a specialist.
- **Bajaj YCMH ART Centre:** The Bajaj YCMH ART (Anti Retro-Viral Therapy) Centre at Yashwantrao Chavan Memorial Hospital, Pimpri, Pune, has been in operation since August 2008. The arrangement is between NACO, YCMH and BAL. Over the years, the centre has provided treatment to 16,170 HIV patients with a daily flow of more than 200 patients.
- **The Kamalnayan Bajaj Hospital, Aurangabad:** The Kamalnayan Bajaj Hospital, which is a charitable institute, extends services to below poverty line (BPL) and Economically Weaker Section (EWS) of society. While the treatment for BPL patients is free, for EWS it is subsidised to the extent of 50%. Till date, this scheme has benefitted 1,44,040 patients and an amount of ₹ 14.80 crore (approx.) has been spent on it.
- **Pravara Medical Trust:** In collaboration with Pravara Medical Trust, the Bajaj motorcycle ambulance project is serving the poor in remote regions, where people had been dying because they could not be taken to the hospital in time.

- **Malnutrition:** The prevalence of underweight children in India is among the highest in the world. This issue is addressed through Bajaj Holdings & Investment Limited (the sister concern of Bajaj Auto Limited) covering 410 villages in Palghar, Nandurbar, Gadchiroli, Amravati, Banswara, Udaipur, Nainital and Almora. A total of 26,435 families will be supported under these projects which will benefit 20,095 children and 37,406 pregnant and lactating women.
- **Installation of community based sustainable drinking water system:** As part of the Bajaj Drinking Water Project, "Community managed Sustainable Drinking Water Systems" in technical partnership with Toyam Technologies India Pvt Ltd, Pune, have been setup by JBGVS. The overall goal of the project is to provide safe and clean drinking water to villages with the participation of local community in a way that it serves as a long-term solution for the villagers.

4. ENVIRONMENT

Within the period under review, your Company has supported 9 projects and disbursed an amount of ₹ 1,600 lakh. Some more projects being executed by JBGVS, in addition to the Bajaj water conservation project are:

- **Bajaj Maza Gaon Swachha Gaon – Gangapur & Lasur Station:** The Bajaj Maza Gaon Swachha Gaon project is a collaboration between BAL, Centre for Applied Research (CARPE) and Aurangabad Municipal Corporation, which aims to improve and enhance the solid waste management practices in Aurangabad City.
- **Foundation for Ecological Security, Anand, Gujarat:** Degradation of land and water resources in the catchment areas is one of the most serious problems being faced, which is manifested due to depleting water supplies. The project, which covers an area of 35,000 hectares has been initiated in Bhilwada, Udaipur, Rajsamand, Chhitorgarh, Pratapgarh districts of Rajasthan.
- **People's Science Institute, Dehradun, Uttarakhand:** Spring shed development project has been initiated in Almora, Champawat, Dehradun, Nainital, Pauri, Pithoragarh and Rudraprayag, districts of Uttarakhand. The proposed programme aims to regenerate and protect 50 critical springs in five water scarce districts of Uttarakhand.
- **Shramajivi Janta Shahayak Mandal, Satara:** The Project is in Mann Taluka of Satara district, Maharashtra. The project area has 4 villages covering an area of 5,224 hectares and benefits 1,136 Households with 6,251 population. The major issue associated with this area is low rainfall. Average annual rainfall for the last 10 years in the project area has been 451.31mm with severe scarcity of potable drinking water. The villagers, especially women, have to spend lot of their time and energy on fetching water for drinking purposes from distant places during summer season. The Bajaj Group is supporting this project with funding of ₹ 1,185 lakh.

5. OTHER DEVELOPMENT ACTIVITIES

Within the period under review, your Company has supported 6 projects and disbursed an amount of ₹ 1,337 lakh. Major projects under this head are:

- **Mann Deshi Foundation, Satara:** Government of Maharashtra (GoM) has declared 151 Talukas from 26 districts as drought hit areas. Villagers from these drought affected villages are selling their cattle due to shortage of fodder and water. Due to this, farmers are losing their assured source of income. In order to overcome this, "Chara Chavani" or Cattle Relief Camps, have been organised through Mann Deshi Foundation in drought affected areas.
- **Bharatiya Jain Sanghatana:** A similar project of the same size would be put up in Aurangabad, managed by Bharatiya Jain Sanghatana (BJS). BJS will manage this "Chara Chavani" for a duration of four months with the help of a professional team. Supply of Fodder and water will be provided to the cattle at this camp.

- **Support to people during natural calamities:** During the period under review, your Company has supported flood affected people of Kerala with a contribution of ₹ 200 lakh through JBGVS.
- **Safety and Disaster Management Department:** BAL's Safety and Disaster Management Department team attended to fire calls outside the plants for several firefighting and rescue operations.

6. STAFF VOLUNTEERING

- **Arpan:** Aimed at promotion of social consciousness among Bajaj employees and the society, Arpan is undertaking a lot of activities in and around Pune through staff volunteering. Activities undertaken include water conservation, promotion of yoga, support to tribal communities, painting and repairing of classrooms, etc.

Principle 9: Businesses should engage with and provide value to their customers and consumers in a responsible manner

All the customer engagement activities of Bajaj Auto Limited are guided by its 'Distinctly Ahead' philosophy. BAL has multiple media through which it interacts with its customers and collects their feedback to identify customer satisfaction levels. These include service centres, web-based interfaces, dealer showrooms and call centres. BAL also conducts regular surveys with the dealers, brokers, retailers and roadside mechanics.

BAL's Service Strategy is aimed at:

- Augmentation of network effectiveness
- Enhancing service quality
- Improving service reach

In line with this approach, the Company has launched a Bajaj Care Service mobile app for its customers. To enhance its service quality and reach, BAL regularly engages with local service providers with structured familiarisation programmes and trainings.

With the view that dealers are the face of the Company, multiple initiatives have been taken to enhance the quality of service provided by dealers. These initiatives include Dealer Service Quality Standard Audits, Kaizen Awards and Skill Contests, besides the roll-out of the 'Centralised Dealer Management System' (CDMS) for all the dealers. As a step towards providing quick and effective customer support, the call centres have been integrated with the CDMS, which enables the support executive to access all the customer related data with the help of his mobile number.

With the aim of ensuring that its customers remain safe while driving its vehicles and use the vehicles in the most efficient manner, BAL provides an owner's manual with each vehicle. The manual includes safety check mechanisms, dos and don'ts and fuel saving tips. Additionally, it conducts pre-monsoon campaigns, focused on safe driving and preventive check-up tips for the season. During the year 2018-19, 109 cases were filed at the consumer forum, while 378 cases are pending as on 31 March 2019.

As a responsible company, BAL's marketing department ensures hygiene factors in all advertisements, such as displaying helmets being used by all passengers on bikes and disclaimers for advertisements with bikes performing stunts. BAL is a signatory to Advertising Standard Council of India (ASCI), who can evaluate and provide corrective recommendations for advertisements.

In January 2019, the Company announced its new global brand identity, 'The World's Favourite Indian'. This revamped identity reflects its significant success in the overseas market, as a global motorcycle powerhouse over a period of 17 years. The Company has significantly invested in technology and innovation to design motorcycles that are loved not only in India but 70 countries around the world.

The new brand identity would be communicated through experiential and traditional media.

Commercial vehicles:

As part of its customer empowerment programme, BAL continues to support the 'Swarozgar Campaign' and the 'Driver Bane Malik' initiative. The former enables rural youth to enter the three-wheeler business, while in the latter, contract drivers are assisted in purchasing their own vehicles. BAL also has 'Certified Service Technician' and 'Power Technician' programmes aimed at upgrading the skills of technicians by providing them training and tools. These enable them to provide better service to BAL customers, while also increasing their earning potential. The 'Certified Service Technician' programme currently has more than 1,381 empanelled technicians spread across India. A yearly 'Road Safety Campaign' is also conducted at more than 82 locations, which not only includes a check of the vehicle's health condition, but also covers an eye check-up of drivers.

Motorcycles:

With the aim of providing an enhanced riding experience and engaging the customers in new and innovative ways, the marketing team organises various programmes. These programmes include riding activation tours, biking tours, detour challenges, knowledge sessions and expeditions. There are also some exclusive programmes for customers of the higher-end motorbike, which enable the customers to experience their bikes in a safe and controlled environment, based on their skill stage – beginning, amateur, trained and professional.